

ORDER



| | | | |
|------------|----------------------|--|----------------|
| Orders | Order / Rev: | 184942 | |
| | Alt Order #: | | |
| | Product Desc: | Democratic Congressional Campaign Co | |
| | Estimate: | 1473 | |
| | Flight Dates: | 09/25/12 - 10/01/12 | |
| | Original Date / Rev: | 08/28/12 / 08/28/12 | |
| | Order Type: | GENERAL | |
| | | Primary AE: | David Lombardo |
| | | Sales Office: | EWSDC |
| | | Sales Region: | NAT |
| Agency | Name: | Great American Media | |
| | Buying Contact: | | |
| | Billing Contact: | Dan Nagelberg 1010 Wisconsin Avenue NW Washington DC, DC 20007 | |
| | | Billing Type: | Cash |
| | | Billing Calendar: | Broadcast |
| | | Billing Cycle: | EOM/EOC |
| | | Agency Commission: | 15% |
| Advertiser | Name: | Issue/DCCC | |
| | Demographic: | A25-54 | |
| | Product Codes: | PL23-Issue/Prop | |
| | Priority: | P2 | |
| | Revenue Codes: | POL, POL, ISS | |
| | | New Business Thru: | |
| | | Order Separation: | 00:05:00 |
| | | Advertiser External ID: | |
| | | Agency External ID: | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Totals | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|--------------|-------------|--------|----------------|---------|--------------|-------------|--------|
| 08/27/12 | 09/30/12 | 32 | \$45,375.00 | \$38,568.75 | | September 2012 | 32 | \$45,375.00 | \$38,568.75 | 0.00 |
| 10/01/12 | 10/01/12 | 10 | \$12,350.00 | \$10,497.50 | | October 2012 | 10 | \$12,350.00 | \$10,497.50 | 0.00 |
| | | | | | Totals | | 42 | \$57,725.00 | \$49,066.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-----------------------|---------|
|-------------------|--------------|--------------|-----------------------|---------|

David Lombardo Start Of Order - End Of Order 100%

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|---------------------------|----------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 1 | KMGH | 09/25/12 | 10/01/12 | GMA M-F 7-9A / KMGH CA | 7A-9A | | MTWTF-- | :30 | 4 | \$850.00 | P2 | 0.00 | NM | 4 | \$3,400.00 |
| | | | | GMA M-F 7-9A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 4 | | | | \$850.00 | | 0.00 | | | |
| N 2 | KMGH | 09/25/12 | 10/01/12 | 9a-930a Right This MinuCA | 9a-930a | | MTWTF-- | :30 | 2 | \$500.00 | P1 | 0.00 | NM | 2 | \$1,000.00 |
| | | | | 9a-930a Right This Minute | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 2 | | | | \$500.00 | | 0.00 | | | |
| N 3 | KMGH | 09/25/12 | 10/01/12 | 930a-10 Right This MinuCA | 930a-10a | | MTWTF-- | :30 | 3 | \$500.00 | P2 | 0.00 | NM | 3 | \$1,500.00 |
| | | | | 930a-10 Right This Minute | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 3 | | | | \$500.00 | | 0.00 | | | |
| N 4 | KMGH | 09/25/12 | 10/01/12 | The View CA | 10A-11A | | MTWTF-- | :30 | 3 | \$1,000.00 | P2 | 0.00 | NM | 3 | \$3,000.00 |
| | | | | THE VIEW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 3 | | | | \$1,000.00 | | 0.00 | | | |
| N 5 | KMGH | 09/25/12 | 10/01/12 | 11A-12P News/KMGH CA | 11A-12P | | MTWTF-- | :30 | 2 | \$800.00 | P1 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | 11A-12P News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 2 | | | | \$800.00 | | 0.00 | | | |
| N 6 | KMGH | 09/25/12 | 10/01/12 | The CHEW CA | 1157A-1P | | MTWTF-- | :30 | 2 | \$600.00 | P1 | 0.00 | NM | 2 | \$1,200.00 |
| | | | | The CHEW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 2 | | | | \$600.00 | | 0.00 | | | |

Order / Rev: 184942
Alt Order #: _____
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Issue/DCCC
Product Desc: Democratic Congressional Campaign Cc KMGH
Estimate: 1473

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| N 6 | KMGH | 09/25/12 | 10/01/12 | The CHEW The CHEW | CA | 1157A-1P | MTWTF-- | :30 | 2 | \$600.00 | P1 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 2 | | | | \$600.00 | | 0.00 | | | |
| N 7 | KMGH | 09/25/12 | 10/01/12 | M-F 2-3PM Rotator M-F 2-3PM Rotator | CA | 2-3pm | MTWTF-- | :30 | 3 | \$500.00 | P2 | 0.00 | NM | 3 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 3 | | | | \$500.00 | | 0.00 | | | |
| N 8 | KMGH | 09/25/12 | 10/01/12 | Katie M-F 3-4pm M-F 3-4pm | CA | 3-4pm | MTWTF-- | :30 | 2 | \$700.00 | P2 | 0.00 | NM | 2 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 2 | | | | \$700.00 | | 0.00 | | | |
| N 9 | KMGH | 09/25/12 | 10/01/12 | DR. OZ - 4PM Dr. Oz | CA | 4P-5P | MTWTF-- | :30 | 2 | \$800.00 | P1 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 2 | | | | \$800.00 | | 0.00 | | | |
| N 10 | KMGH | 09/25/12 | 10/01/12 | 5-530P News M-F/KMGH 5-530P News | CA | 5P-530P | MTWTF-- | :30 | 4 | \$1,000.00 | P2 | 0.00 | NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 4 | | | | \$1,000.00 | | 0.00 | | | |
| N 11 | KMGH | 09/25/12 | 10/01/12 | 6p-630p JEOPARDY (M&A 6P-630P JEOPARDY (M-F) | CA | 6P-630P | MTWTF-- | :30 | 3 | \$3,400.00 | P1 | 0.00 | NM | 3 | \$10,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 3 | | | | \$3,400.00 | | 0.00 | | | |
| N 12 | KMGH | 09/25/12 | 10/01/12 | 630-7P WHEEL (M-F) 630-7p WHEEL (M-F) | CA | 630-7P | MTWTF-- | :30 | 1 | \$3,400.00 | P1 | 0.00 | NM | 1 | \$3,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 1 | | | | \$3,400.00 | | 0.00 | | | |
| N 13 | KMGH | 09/25/12 | 10/01/12 | Jimmy Kimmel Jimmy Kimmel | CA | 11:03P-12:07A | MTWTF-- | :30 | 2 | \$400.00 | P2 | 0.00 | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-- | | 2 | | | | \$400.00 | | 0.00 | | | |
| N 14 | KMGH | 09/25/12 | 10/01/12 | 10P NEWS - M-F/SU 10P NEWS (M-F/SU) | CA | 10P-1037P | MTWTF-S | :30 | 1 | \$2,600.00 | P1 | 0.00 | NM | 1 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | MTWTF-S | | 1 | | | | \$2,600.00 | | 0.00 | | | |
| N 15 | KMGH | 09/25/12 | 09/25/12 | ABC Tue C ABC Tue C | CA | 9P-10P | -T----- | :30 | 1 | \$8,000.00 | P2 | 0.00 | NM | 1 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | -T----- | | 1 | | | | \$8,000.00 | | 0.00 | | | |
| N 16 | KMGH | 09/29/12 | 09/29/12 | ABC GMA SAT GMA SAT | CA | Sat GMA 6A-7A | -----S- | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | -----S- | | 1 | | | | \$300.00 | | 0.00 | | | |
| N 17 | KMGH | 09/29/12 | 09/29/12 | 7-9a Sat Morning News 7-9a Sat Morning News | CA | 7A-9A | -----S- | :30 | 1 | \$650.00 | P1 | 0.00 | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | -----S- | | 1 | | | | \$650.00 | | 0.00 | | | |
| N 18 | KMGH | 09/29/12 | 09/29/12 | SAT LF 1037P SAT LF 1037P | CA | 1037P-1137P | -----S- | :30 | 1 | \$125.00 | P3 | 0.00 | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | -----S- | | 1 | | | | \$125.00 | | 0.00 | | | |
| N 19 | KMGH | 09/30/12 | 09/30/12 | ABC GMA SUN GMA SUN | CA | Sun GMA 6A-7A | -----S | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | -----S | | 1 | | | | \$300.00 | | 0.00 | | | |
| N 20 | KMGH | 09/30/12 | 09/30/12 | 7A-8A SUN MORN NEW 7A-8A SUN MORN NEWS | CA | 7A-8A | -----S | :30 | 1 | \$350.00 | P2 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/25/12 | 10/01/12 | -----S | | 1 | | | | \$350.00 | | 0.00 | | | |

Order / Rev: 184942
Alt Order #: _____
Flight Dates: 09/25/12 - 10/01/12

| | |
|---------------|---------------------------------------|
| Advertiser: | Issue/CCCC |
| Product Desc: | Democratic Congressional Campaign Co. |
| Estimate: | 1473 |

KMGH

Totals 42 \$57,725.00